

CITY OF BURBANK

STATION MANAGER/SENIOR PRODUCER

DEFINITION

Under direction, plans, develops, coordinates, directs and produces comprehensive citywide public information programming for the public and employees regarding City activities; receives communications about, and resolves service issues between the public and the City's cable television contractor.

ESSENTIAL FUNCTIONS

Responsible for the implementation of comprehensive public information programs utilizing various forms of media. Attends meetings of the Council, boards, commissions, and committees as required; promotes a variety of City-sponsored community events, activities, and programs; provides information to citizens, schools, and community groups and promotes a positive image of the City; assigns staff for meetings, call-in shows, events and special projects; conducts production meetings; plans and develops program schedules; oversees story approvals, shooting, and interview schedules; produces, writes, shoots, logs, and edits as required; supervises, trains and evaluates employees; as needed makes effective recommendations regarding hiring, promotions, and transfers; effectively recommends disciplinary action, up to and including termination; drives on City business.

MINIMUM QUALIFICATIONS

Employment Standards:

- Knowledge of - the principles and practices of public information offices; the functions and responsibilities of various municipal departments and offices; the requirements of various media used in publicity and promotion work, including video and written media; artwork layout and report format.
- Ability to - comprehend complex questions and give information rapidly, accurately, and tactfully; communicate effectively, both orally and in writing; establish and maintain effective working relationships with City officials, employees, and the public.

Education/Training: Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance as determined by the City. Example combination includes, but is not limited to a Bachelor's degree in journalism, public relations, mass communications or a related field and two years of management, broadcasting, or public relations experience.

License & Certificates: A valid California Class "C" driver's license or equivalent at time of appointment.

SUPPLEMENTAL INFORMATION

Desirable Qualifications: Experience in public or corporate or educational affairs or information services in a multi-service organization experience helpful.